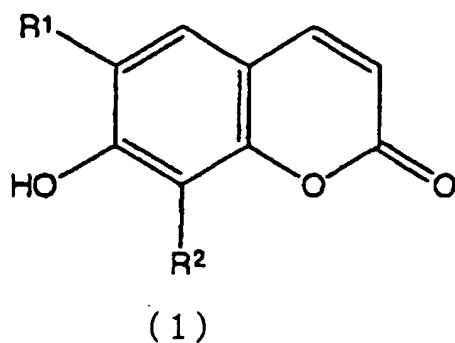


ABSTRACT

Disclosed are a color fading/discoloration preventive agent containing as its active ingredient a coumarin analog represented by general formula (1) below, a glycoside of that analog, or a plant extract containing the coumarin analog or its glycoside:



(wherein R^1 represents a hydrogen atom, a hydroxyl group or a methoxy group, R^2 represents a hydrogen atom or a hydroxyl group, and R^1 and R^2 are not both hydrogen atoms); and a color fading/discoloration preventive agent containing as its active ingredient a coumarin analog mixture obtained from the rind of citrus fruit, and particularly a coumarin analog mixture obtained from citrus cold press oil.